

PREDICTING PROBLEM GAMBLING FROM GAMBLING EXPENDITURE DATA?

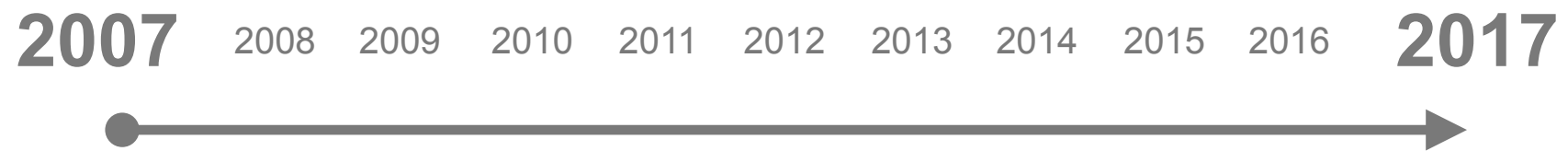
A PROBABILISTIC APPROACH

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The SNSUS Conference, Odense, May 2017

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CELEBRATING 10 YEARS OF SERVICE

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 **2017**



PLAYSCAN
TARGETED
 RESPONSIBLE
 GAMBLING

Riskbedömning av dina spelvanor

Låg risk

Hög risk



Du har en ökad risk för
 att utveckla spelproblem

Du tillhör den grupp som lägger mycket tid och pengar på att spela hos Svenska Spel. Vissa kan spela mycket utan att få problem. För andra är det precis tvärtom. Vill du göra en förändring? Ett bra första steg är att göra ett test och reflektera kring 16 påståenden så får du konkreta tips på hur du går vidare.

Testa dina vanor

1. IDENTIFY AT-RISK GAMBLERS
2. GET THEIR ATTENTION
3. MIRROR THEIR GAMBLING HABITS
4. RECOMMENDED TAILORED INTERVENTION

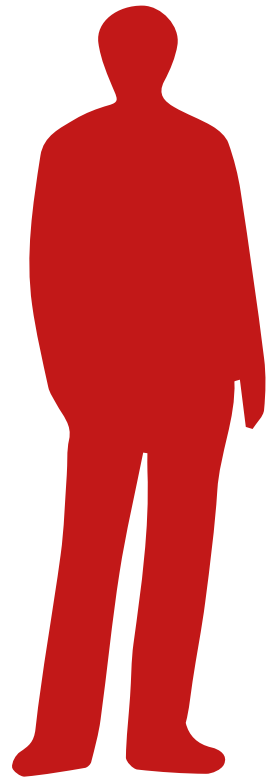


MAKING A PROBABILISTIC RISK PREDICTION MODEL

What's the **probability** that you will answer that you have problems, if you were to take a selftest in Playscan?



BORN: 1983
 DAYS PLAYED: 14
 WAGERS: 1349
 AVERAGE WAGER: 112
 LONGEST SESSION: 135
 GAMBLING TIME: 420
 ...
 PROBLEM GAMBLER: YES

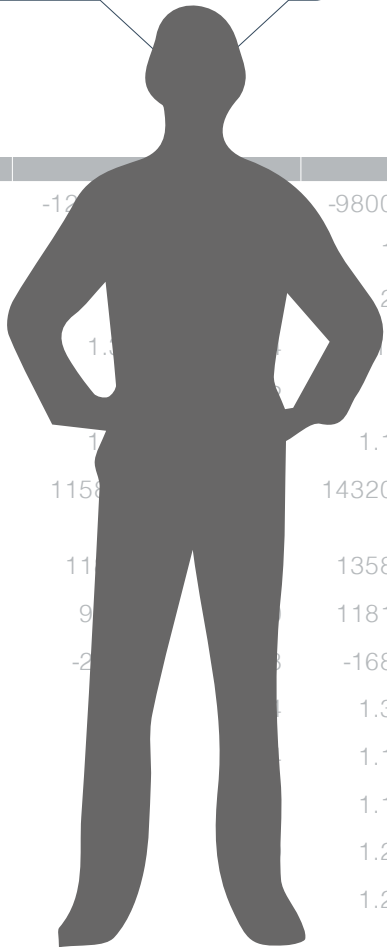


BORN: 1954
 DAYS PLAYED: 5
 WAGERS: 300
 AVERAGE WAGER: 100
 LONGEST SESSION: 5
 GAMBLING TIME: 15
 ...
 PROBLEM GAMBLER: NO



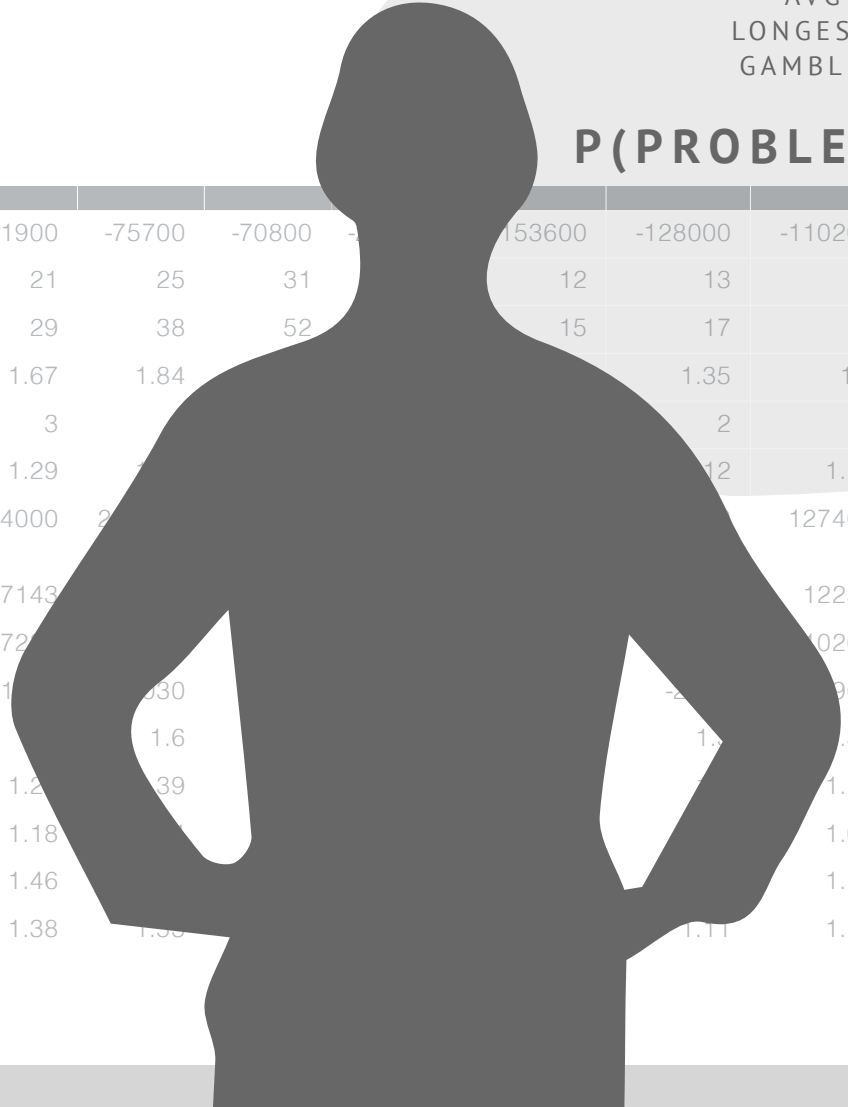
-212300	-153600	-128000	-110200	-98000	-89000	-81900	-75700	-70800
11	12	13	14	16	18	21	25	31
14	15	17	18	21	24	29	38	52
1.27	1.3	1.35	1.4	1.5	1.57	1.67	1.84	2
2	2	2	2	2	3	3	4	5
1.084	1.1	1.12	1.14	1.17	1.23	1.29	1.38	1.56
100200	108000	115800	127400	143200	158000	184000	226200	323500
10267	11000	11800	12250	13584	15000	17143	20034	25680
7207	8000	9000	10200	11812	13920	17280	22626	35757
-4274	-2909	-2266	-1968	-1685	-1410	-1200	-1030	-900
1.2	1.27	1.3	1.34	1.38	1.43	1.5	1.6	1.8
1.05	1.084	1.1	1.14	1.18	1.23	1.29	1.39	1.58
1.02	1.05	1.07	1.09	1.11	1.14	1.18	1.24	1.34
1.04	1.08	1.13	1.19	1.26	1.34	1.46	1.65	2.1
1.03	1.07	1.11	1.16	1.21	1.28	1.38	1.53	1.84

BORN: 1998
 DAYS PLAYED: 10
 WAGERS: 800
 AVG WAGER: 56
 LONGEST SESSION: 75
 GAMBLING TIME: 320
 ...
 PROBLEM GAMBLER: ?



BORN: 1998
 DAYS PLAYED: 10
 WAGERS: 800
 AVG WAGER: 56
 LONGEST SESSION: 75
 GAMBLING TIME: 320
 ...

P(PROBLEM GAMBLER): 12%

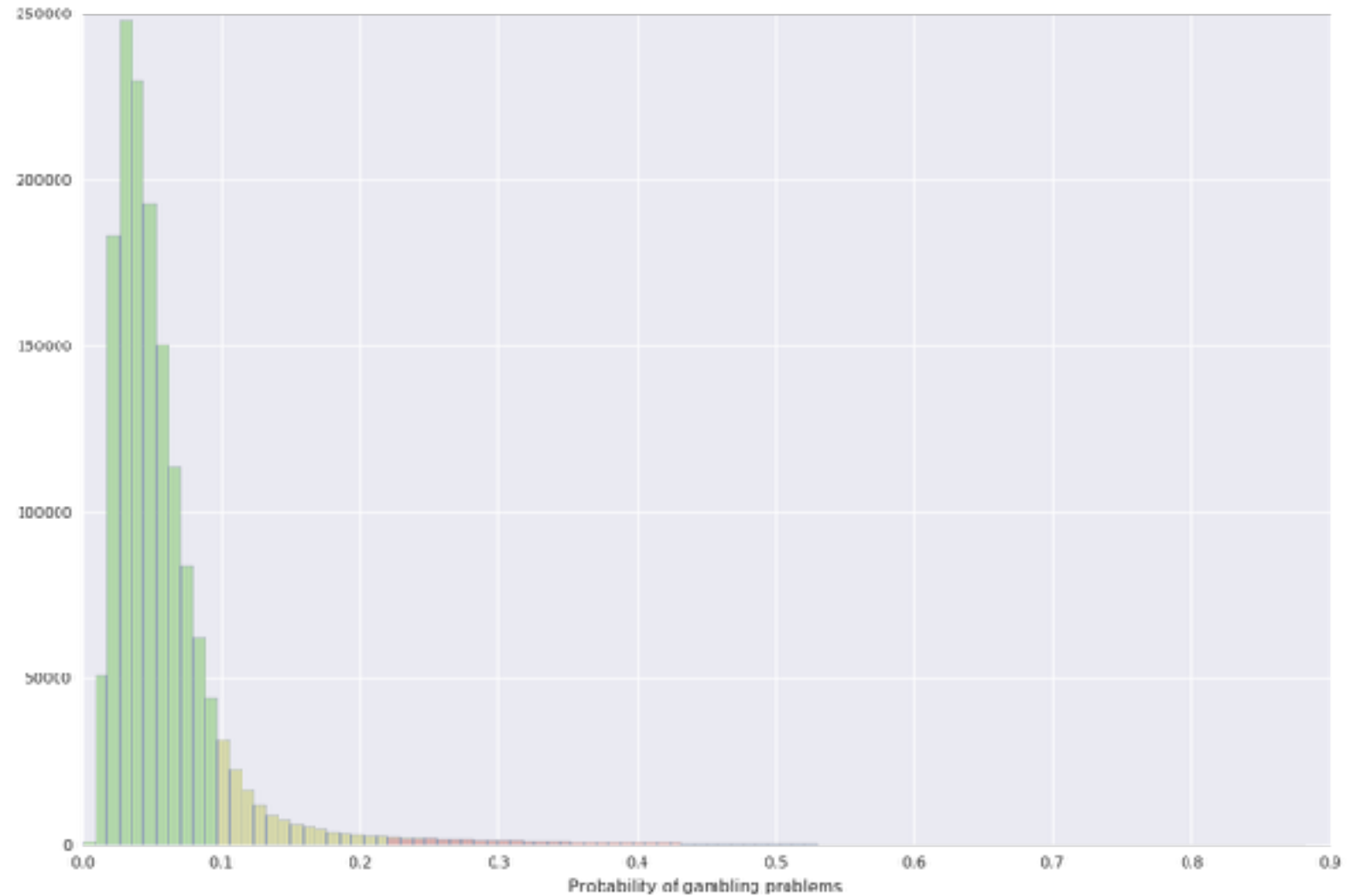


-212300	-153600	-127400	-98000	-89000	-81900	-75700	-70800	-65900	-53600	-128000	-110200	-98000	-89000	-81900	-75700	-70800	
11	12	13	16	18	21	25	31	38	46	12	13	14	16	18	21	25	31
14	15	16	21	24	29	38	52	71	97	15	17	18	21	24	29	38	52
1.27	1.3	1.33	1.5	1.57	1.67	1.84	2.5	3.4	4.6	1.35	1.4	1.5	1.57	1.67	1.84	2.5	3.4
2	2	2	2	3	3	3	4	5	7	2	2	2	3	3	4	5	7
1.084	1.1	1.11	1.17	1.23	1.29	1.39	1.56	1.77	2.12	1.12	1.14	1.17	1.23	1.29	1.38	1.56	1.77
100200	108000	115800	143200	158000	184000	210000	237000	265000	294000	127400	143200	158000	184000	226200	323500	370800	419000
10267	11000	11740	13584	15000	17143	19286	21429	23571	25714	12250	13584	15000	17143	20034	25680	31326	36971
7207	8000	8740	11812	13920	17286	20652	24018	27384	30750	140200	11812	13920	17280	22626	35757	48888	62019
-4274	-2909	-2169	-1685	-1410	-1135	-860	-585	-310	-30	-21000	-968	-1685	-1410	-1200	-1030	-900	-770
1.2	1.27	1.33	1.38	1.43	1.48	1.53	1.58	1.63	1.68	1.1	1.14	1.18	1.23	1.27	1.31	1.35	1.39
1.05	1.084	1.11	1.18	1.23	1.29	1.35	1.41	1.47	1.53	1.14	1.18	1.23	1.29	1.39	1.58	1.77	1.96
1.02	1.05	1.08	1.11	1.14	1.18	1.22	1.26	1.3	1.34	1.09	1.11	1.14	1.18	1.24	1.34	1.44	1.54
1.04	1.08	1.12	1.26	1.34	1.46	1.58	1.7	1.82	1.94	1.19	1.26	1.34	1.46	1.65	2.1	2.55	3.0
1.03	1.07	1.11	1.21	1.28	1.38	1.5	1.6	1.7	1.8	1.11	1.16	1.21	1.28	1.38	1.53	1.84	2.15

What's the **probability** that you will answer that you have problems, if you were to take a selftest in Playscan?



Showing probability of experiencing problem gambling for every player.



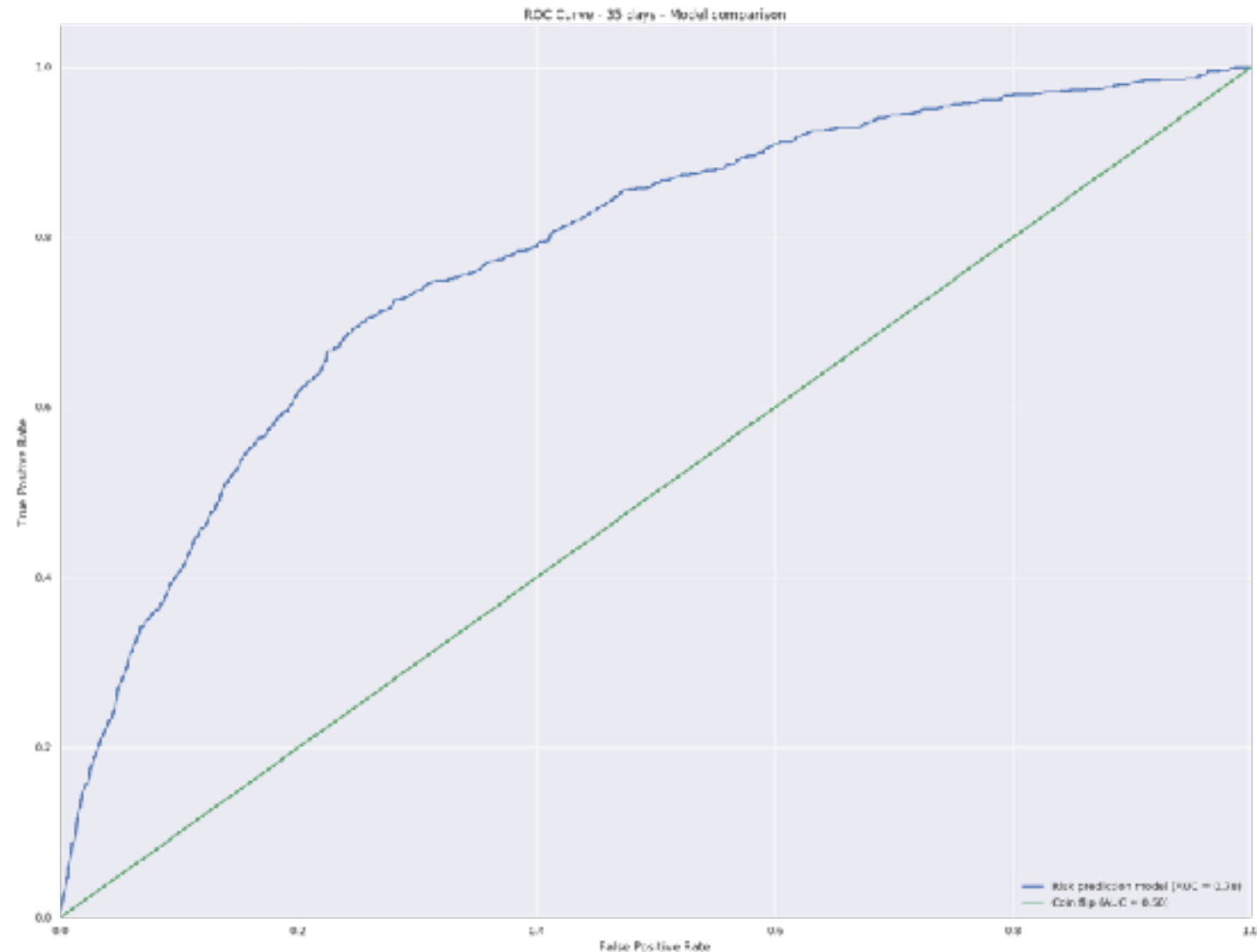
WHAT **RISK** MARKERS?

WHAT **RISK** MARKERS?

- AGE
- TIME SPENT
- MONEY SPENT
- INTENSITY
- TOTAL EXPANDITURE

HOW WELL DOES IT WORK?

Showing at what rate we successfully manage to predict problem gambling and non-problem gambling.





CELEBRATING 10 YEARS OF SERVICE

4 OPERATORS IN 3 COUNTRIES

1/4 MILLION SELF TESTS

1 1/3 MILLION UNIQUE USERS

1 BILLION RISK PREDICTIONS

Help us make responsible gambling great

We have the possibilities, pitch us your idea!

THANK YOU

Axel Lyckberg

Tech lead and Product owner at Playscan - AB Svenska Spel
The SNSUS Conference, Odense, May 2017

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